

Message Text

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PAGE 01 TAIPEI 04139 300258Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----098644 010455Z /64
R 300245Z JUN 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 7938

UNCLAS TAIPEI 04139

FOR BED/OIM/EA - KELLY

E.O. 11652: NA
TAGS: BEXP, TW
SUBJECT: MULTI-FIRM "AMPRO" BSP - TYPE II, KAOHSIUNG

1. ALTHOUGH NOT PREVIOUSLY DISCUSSED, TTC ASSUME OIM WISHES IT TO STAGE MULTI-FIRM BSPS IN FY 1979 TO ROUND OUT PROMOTION SCHEDULE AS IN PAST. FROM CLOSE OF COMPUTER EXHIBITION 15 SEPTEMBER TO OPENING OF P & GA EXHIBITION 4 DECEMBER, NO EVENT IS NOW SCHEDULED. TTC PROPOSES MOUNTING SUCH A LOCALLY-PROCURED EVENT IN THAT PERIOD.

2. SINCE TTC HAS LONG FELT AN EXHIBITION IN KAOHSIUNG AREA WOULD BE HIGHLY PRODUCTIVE AND SINCE EMBASSY HAS SUPPORTED SCHEDULING OF A FULL-SCALE PROMOTION IN SOUTH TAIWAN, TTC PRESENTS FOLLOWING PROPOSAL FOR OIM CONSIDERATION:

- A. LARGE MULTI-FIRM "AMPRO" - TYPE BSP OR TYPE II,
- B. IN KAOHSIUNG CITY,
- C. NOVEMBER 6-10, 1978,
- D. FOUR PRODUCT THEME CATEGORIES,
- E. 30-40 PAS FOR 60-75 EXHIBITORS.

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3. FOLLOWING ARE FOUR SUGGESTED THEMES, PRODUCT LINES THAT COULD BE SUCCESSFULLY PROMOTED IN RAPIDLY DEVELOPING SOUTHERN AREA:

- A. METALWORKING EQUIPMENT & MACHINE TOOLS
- B. ELECTRONICS INDUSTRY PRODUCTION & TEST EQUIPMENT
- C. BUSINESS & OFFICE EQUIPMENT

D. DOCKSIDE, SHIPBOARD & MATERIAL HANDLING EQUIPMENT. LOCAL AGENTS SELLING ABOVE TYPES OF U.S. EQUIPMENT ARE ENTHUSIASTIC ABOUT KAOHSIUNG MARKET. JOINING TTC IN FIRST EVENT OF ITS KIND IN AREA WOULD BE HIGHLY ATTRACTIVE.

4. FACILITIES AT KAOHSIUNG CITY BASKETBALL STADIUM ARE ADEQUATE FOR SUCH AN EVENT. TTC HAS WORKABLE OFF-SITE EXHIBIT SYSTEM WITH A CAPACITY FOR 30-40 PARTICIPANTS WITH UP TO 75 EXHIBITORS.

5. THIRTY-THREE PERCENT OF TAIWAN'S PEOPLE LIVE IN SOUTHERN AREA. TWO OF THREE EXPORT PROCESSING ZONES ARE LOCATED THERE. NUMBER OF REGISTERED FACTORIES INCREASED FROM 11,756 TO 12,950 DURING 1977. AREA IS IMPORTANT INDUSTRIAL AND COMMERCIAL CENTER WITH MAJOR PORT, INTERNATIONAL AIRPORT, SHIPYARD, STEELMILL, AND PETROCHEMICAL COMPLEXES.

6. TTC REQUESTS OIM REVIEW ABOVE PROPOSAL TO STAGE OFF-SITE EVENT IN KAOHSIUNG IN NOVEMBER. IF APPROVED, EVEN IF ONLY IN PRINCIPLE, TRADE CENTER WILL PREPARE COMPREHENSIVE SHOW PLAN, INCLUDING ESTIMATE OF COSTS. IT IS UNDERSTOOD THAT SUCH AN EVENT WOULD BE SELF-SUPPORTING. PLEASE ADVISE SOONEST. UNGER
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 30 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TAIPEI04139
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780271-1127
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978061/aaaaaaro.tel
Line Count: 94
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 50fc067c-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2129574
Secure: OPEN
Status: NATIVE
Subject: MULTI-FIRM \\"AMPRO\\\" BSP - TYPE II, KAOHSIUNG
TAGS: BEXP, TW
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/50fc067c-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014